

Advanced Food Economics and Marketing EconS 452

Please see below for a brief overview of EconS 452. Instructors will provide a full Syllabus at the beginning of the course.

Course Overview:

Topics in business management economics and strategy, from demand and supply to bargaining, contracting, pricing strategies, and market structure.

This is an *advanced* course pertaining to business management economics. Course will include topics in business management economics and strategy, from demand and supply to bargaining, contracting, pricing strategies, and market structure. Examples of problems and procedures are drawn from a broad spectrum of case studies, including (but not limited to) input supply firms, construction companies, cooperatives, food processing firms, veterinarian service providers, turf management operators, exporters/importers, and wholesale and retail businesses. The course is important in the preparation of undergraduate students for successful careers using economic and business management skills, regardless of occupation, in a market-oriented society and for students preparing for graduate school.

Student Learning Outcomes:

1. Learn advanced principles of economic management and strategy in businesses and industry.
2. Understand the role of firms' in competitive and noncompetitive markets.
3. Become proficient with quantitative tools for planning, evaluating, and implementing decisions.
4. Demonstrate an understanding of economic and business principles in solving more advanced management problems using both oral and written forms of communication.

Textbook:

Required